

**R E M A R K S****A. INTRODUCTION**

Claims 1-34, 36-56, 69, 70, 75, and 77-80 were pending and rejected; Claims 77-79 were withdrawn.

Applicants respectfully request entry of this Supplemental Amendment as it conforms generally with suggestions by the Examiner to overcome the present rejections (Office Action, page 6) and would place the application in condition for allowance.

**B. CLAIM AMENDMENTS**

Upon entry of this Supplemental Amendment: Claims 1-34, 36-56, 69, 70, 75, and 85-88 will be pending; and Claims 1 and 85-88 will be amended.

Independent Claim 1 has been amended again in a manner consistent with the Examiner's previous suggestion. The step of determining is based on the information identifying the product and information about the at least first retailer. Applicants are grateful for the Examiner's suggestion of this amendment. Applicants do not agree with the necessity of any amendment and believe that the rejected claims (as pending prior to at least the present Office Action) are patentable over the cited references. Solely for business reasons and to avoid the delay inherent in the appeals process Applicants have decided to amend Claim 1 further consistent with the Examiner's suggestion. Applicants reserve the right to pursue the subject matter of Claim 1 as it was originally filed and as variously presented during prosecution. No new matter has been added.

Dependent claims 85-88 have been amended solely for consistency with the changes to independent Claim 1.

We respectfully submit that Claims 1-34, 36-56, 69, 70, 75, and 85-88 are allowable and request that the Examiner withdraw the Section 102 and 103 rejections.

**C. PETITION FOR EXTENSION OF TIME TO RESPOND & AUTHORIZATION TO CHARGE APPROPRIATE FEES**

We do not believe that any fees are necessary for this paper.

Please grant a petition for any extension of time required to make this paper timely.

Deposit Account: 50-0271

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Please charge any appropriate fees set forth in §§ 1.16 – 1.18 for this paper and for any accompanying papers to Deposit Account 50-0271. Please credit any overpayment to the same account.

**D. CONCLUSION**

It is submitted that all of the claims are in condition for allowance. The Examiner's early re-examination and reconsideration are respectfully requested.

If the Examiner has any questions regarding this amendment or the present application, the Examiner is cordially requested to contact Michael Downs at telephone number (203) 461-7292 or via electronic mail at mdowns@walkerdigital.com.

Respectfully submitted,

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Date

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